


AMENDMENT TRANSMITTAL LETTER				Docket No. 56196.C1	
LNG form					
Application No. 10/616,616	Filing Date 07/10/2003	Examiner Cassandra Hope DAVIS		Group Art Unit 3611	
Invention Title BANNER DISPLAY SYSTEM					
TO THE ASSISTANT COMMISSIONER FOR PATENTS Transmitted herewith is an amendment in the above-identified application. <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Small Entity status of this application has been established under 37 CFR 1.27 by a verified statement previously submitted. <input type="checkbox"/> A verified statement to establish Small Entity status under 37 CFR\$ 1.27 is enclosed. <input type="checkbox"/> No additional fee is required. <input type="checkbox"/> The fee has been calculated as shown below: 					
CLAIMS AS AMENDED					
	(1)	(2)	(3)		
	CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT NUMBER EXTRA	RATE
					FEE
TOTAL CLAIMS	* 1	minus	** 20	0	x \$18
INDEPENDENT CLAIMS	* 1	minus	*** 3	0	x \$86
MULLED. DEPENDENT CLAIM ADDED					\$290
					TOTAL
					\$ 0
If applicant has small entity status under 37 CFR 1.9 and 1.27, then divide total fee by 2, and enter amount here.					SMALL ENTITY TOTAL
					\$ 0
<p>* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the highest number previously paid for IN THIS SPACE is less than 20, enter "20". *** If the highest number previously paid for IN THIS SPACE is less than 3, enter "3". The "highest number previously paid for" (total or independent) is the highest number found in the appropriate box in column 1.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Please charge Deposit Account No. 12-2355 in the amount of \$ _____. A duplicate copy of this sheet is enclosed. <input type="checkbox"/> A check in the amount of \$ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 12-2355. A duplicate copy of this sheet is enclosed. <input checked="" type="checkbox"/> Any additional filing fees required under 37 CFR 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17. 					
 Robert O. Fox, Reg. No. 34,165					

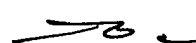
Form LNG (9/96)

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below to
 Fax No. 703-872-9306.

Date: June 9, 2004


 Robert O. Fox

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: William Luther HAGGARD Jr.
Serial No.: 10/616,616
Filed: 07/10/2003
For: BANNER DISPLAY SYSTEM
Examiner: Cassandra Davis
Group Art Unit: 3611

AMENDMENT A

Commissioner for Patents
P O Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed May 5, 2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 3 of this paper.

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1. (Cancelled)

Claim 2-3 (Canceled)

Claim 4. (Cancelled)

Claim 5. (Cancelled)

Claim 6. (Cancelled)

Claims 7-12. (Canceled)

Claim 13. (New) A display system for displaying a banner on a roof of an automobile, the system comprising:

- a banner made of a flexible, non-rigid sheet material, and including a plurality of elongate sleeves;

- a frame system to support the banner, the frame system including a pair of horizontal frame members and a pair of vertical frame members, each slidably positionable within one of the sleeves, with each frame member having a length greater than the length of the sleeve into which it is positionable, the vertical frame members each including a pair of spaced apart apertures thereon for receiving ends of the horizontal frame members and thread structure provided adjacent an end of each of the vertical frame members, wherein the banner and frame assembly are assembled by positioning each of the frame members within one of the sleeves and thereafter positioning the opposite ends of each horizontal frame member within one of the apertures of the vertical frame members; and

- a mounting system for mounting the display system on the roof of the automobile, the display system comprising a pair of suction cups, each being threadably mounted to one of the thread structures of the vertical frame members.

REMARKS/ARGUMENTS

New claim 13 is pending.

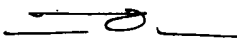
All rejections are thus respectfully traversed.

Applicant does not intend to surrender any range of equivalents under the Doctrine of Equivalents in regard to any claim limitation that appears in the final claims in any patent that may issue from this or any related application. Applicant expressly reserves the right to resort to the Doctrine of Equivalents for all limitations in regard to any future assertion of infringement of any claim, whether the limitation was present in an original claim or added by amendment a claim to or referenced in any argument to distinguish any claim from any prior art. All claims in any patent issued from this or any related application represent a statutorily presumed valid and patentable combination of structure and/or steps, and it is this combination which is presumed to patentably distinguish from the prior art, not any particular limitation of any claim.

Reconsideration and issuance of a notice of allowance is requested. In the event this response is not timely filed, Applicants hereby petition for the appropriate extension of time and request that the fee for the extension along with any other fees which may be due with respect to this paper be charged to our **Deposit Account No. 12-2355**.

Respectfully submitted,

LUEDEKA, NEELY & GRAHAM, P.C.

By: 

Robert O. Fox

Registration No. 34,165

June 9, 2004
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On June 9, 2004
Date


Robert O. Fox, Reg. No. 34,165